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"Mac, The Medicine Man" Gets Pioche Drug Store

Californian To Become Member of Pioche Business Fraternity—Is a Live Wire and Will Have An Up-To-Date Place.

We are going to have "Mac, the Medicine Man," with us. Mac is a well known and successful druggist of Upland Cal., and he is coming to take over the stock and good will of the Pioche Drug Store, which passed from Dr. W. W. Stockham about a week ago to T.O. Duckworth and now it is in the hands of "Mac", whose real name is P. H. McQuilan. Possession was given to the latter yesterday, but the place will be closed for a few days; until sometime next week when "Mac" will be back from California—he having left for the southern country yesterday—when he will come prepared to put in a real modern drug store with a complete stock of drugs and everything which goes to make up a store of the right-up-to-the-minute class.

Before leaving for California yesterday "Mac" informed the Record that it will be the policy of the firm to sell goods at reasonable prices and make it an object to people of Pioche and Lincoln county to do their drug trading at home. All of the old shelf-orn goods, he says, will be taken out and thrown away and the stock will be made clean and fresh.

He will not spend all his time in Pioche, owing to the big business in Upland; but will place a party in charge who has been in his right-hand man at the Upland store for the past five years; a man who is a thorough druggist and is a reliable and conscientious person.

"Mac" plans to have a complete line of choice Christmas merchandise here in ample time for the holiday trade. His motto will be: "Your money's worth, or your money back and no red tape about it."

He appears to be a live wire and will be a valuable addition to the business fraternity of this town. "Mac" believes in publicity and is going to let the people know what he has to sell in his store every week through the columns of the Record.

NEW GOLD STRIKE CREATES EXCITEMENT

Rumors of a new gold strike were heard on the streets this week and several local parties stole out of town to the scene of the prospective bonanza field. C. L. E. Hings and Cha Culverwell were lured to the scene of the new find. The location of the new find is said to be somewhere out toward Eagle Valley. The Green brothers, who have been hauling wood from the east side of the town, are said to have brought in rock which created the first rush.

The Record is informed that the assays of the rock brought in by the Greens contain values in gold which run into the pictures.

PECULIAR STATUS OF THE NEVADA SCHOOL FUND.

Tonoaph Bonanza: It is an old condition that prevails in regards the treasury of the state of Nevada. A count of the coin made on the 29th of October shows that the balance on hand is only \$97,780.34. This is running mighty close to the wind. The state it will be remembered, indebted itself, when a special session of the legislature was called, to the school fund for a sum vastly in excess of what is now on hand, leaving it now on the red side of the ledger for over \$200,000.

Meanwhile the school fund has become more pathetic. It has loaned millions of dollars to the United States, to the states of California, Massachusetts, Idaho and New Mexico, and to the counties of Nye, Churchill, Esmeralda, and White Pine. It possesses a principal of \$2,614,850.35, which is drawing an average of 5 per cent, or over interest a year.

At the same time the taxpayers throughout Nevada are oppressed by school taxes and taxes on school bonds. It would seem that with less than 15,000 school children and with nearly \$10 a year per capita coming in as interest and with millions of surplus to draw upon the property owners could be relieved of some of the burden of school taxation and that the educational system in this state could be vastly improved. Base mismanagement and mismanagement are evidence and have been for many years.

Many Brands Recorded

In Elko county, 1393 livestock brands have been placed on record in the office of the county recorder. Elko is undoubtedly the leading cattle county in the state.

MINES AND MINING

Ore carrying up to \$262.50 a ton has been struck in the south drift on the Goldstrike-Virginia.

Production of ore from Tonopah mines the past week totaled 10,243 tons, valued at \$212,134.

Heavy mineralization is showing in the main breast of the drift off the 1,000 foot level on the Emerald property, located in the Tintic district.

Fifty tons daily is the present capacity of the Utah Iron & Steel company plant, located at Midvale, Utah, where work was recently started up.

Shipments of ore from the mines of Tintic the past week totaled 161 carloads. This is estimated at 5,300 tons and valued at \$135,000, compared with 116 cars last week.

Mining activity is being renewed around Green River, Utah, manganese and zinc providing the excitement. About all the territory is already located and now actual development work has started.

American manufacturers engaged in the production of war munitions have lately entered into contracts for high-grade spelter for delivery through the entire year 1916 at 40 cents a pound, says the Boston News Bureau.

Advices have been received in Boston by the Butte & Superior people that in the opinion of counsel there is more than an even chance that they will win out in the legal controversy with Senator William A. Clark, says the Boston News Bureau.

In connection with the retirement, on December 31, of \$2,389,000 ten year 6 per cent convertible bonds, it is believed that the Ray Consolidated company will increase its dividend from \$1.50 per share annually to \$2.50 per share, according to a report from Boston.

Export demand for ordinary grades of spelter has been the mainstay of a very active market which has prevailed for the greater part of the past fortnight. Transactions have totaled, it is estimated, well up to 50,000,000 pounds for spelter to be shipped abroad.

The vast deposits of alunite, which will furnish America's potash supply for generations to come, is attracting capitalists to the Marysville, Utah, district, from all quarters of the globe—and this in spite of the fact that nearly all the known deposits are already tied up by investors.

Twenty-cent copper is again predicted. Producers are asking and receiving 18 1/2 cents for electrolytic on domestic business, and somewhat higher figures on export material. During the past week an enormous tonnage of copper has been booked for shipment to plants in this country.

General Manager O. A. Turner, with a force of about twenty miners, is pushing operations with all possible dispatch at the property of the Goldconda Extension Mining company, adjoining the famous Goldconda mine in the Cerbat range of mountains, about twenty miles north of Kingman, Arizona.

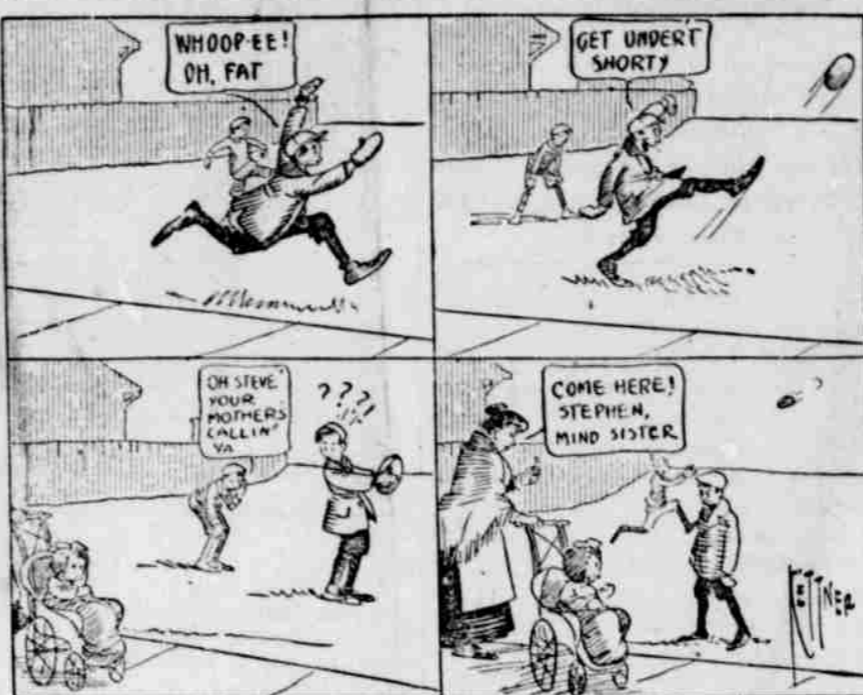
No winze work from the 1,200 level of the Halifax has taken place in the past several days, because of cutting of station and the placing of timbers above. It is of great interest, however, to learn that the crosscut is now through the vein, says the Tonoaph Daily Bonanza. It shows the entire dimensions of the working face.

With the geological conditions better for ore deposition than any that have been encountered during the time since the company resumed operations, the local officials of the Columbus Extension property are taking an optimistic view of the present development work now in progress and the management is pushing it ahead with all possible speed.

Mining activity continues to increase throughout the Oatman district, in Arizona. The Hidden Treasure Mines company is one of the latest to enter the field and has taken over the Treasure Key group, as well as the La Vita, Colorado and Night Owl claims. The new company will begin sinking the main incline shaft on the vein from the 300 to the 600 foot point.

With unusually high prices prevailing for copper, zinc, lead and other metals as a result of the European

LITTLE HELEN KILL JOY



war, and with other favorable conditions, the time is ripe for a real revival of the mining industry in the mining district east of Deer Lodge, is the opinion of not only the men interested in the promising mines and prospects of that section, but of the business men of the city as well, says the Butte Miner.

The sequence of events so often observed in the history of gold mining camps has been repeated in the Willow Creek district, Alaska. The earliest prospectors, in 1897, were primarily interested in the search for placer gold and having found it were too busily engaged in mining to trace the stream gold to the veins from which it originally came. It was nearly ten years later that the first of the valuable quartz veins that now yield most of the gold mined in the district was discovered.

Directors of the Utah Consolidated of Bingham have declared the regular quarterly dividend of 50 cents a share. This calls for the distribution on December 20 of \$150,000 to stock of record November 20. This will make \$2.00 a share paid out so far this year, or \$600,000.

Shipments of ore from the Prince Consolidated of Pioche, Nevada, sent to Utah smelters, amounted to sixty carloads in the past week. That is estimated at 3,000 tons. It is compared with sixty-one cars the previous week and fifty-six the week before.

NORTHWEST NOTES

Carson, Nevada, citizens have effected a boost organization with the names of seventy-five leading men on the roll.

Six persons sustained painful but not serious injuries at Port and when a trolley car became uncontrollable and after a dash of a dozen blocks, collided with two other cars at a curve.

Joseph Anderson, a miner aged 47 years, was killed in a cave in at Buckhorn, Nevada, last week. Anderson had worked in the mine but fifteen days when he met with the tragic accident.

Ira Packard, aged 87, was found dead with his head submerged in a puddle of water, at Reno. He had fallen over a seven-foot embankment and had evidently struck his head on a rock.

Laramie county, of which Cheyenne is the county seat, is still the wealthiest in the state of Wyoming. Its assessed valuation being \$23,453,427.31. In the past two years its taxable wealth has increased \$97,951.83.

C. W. Brady, who recently was arrested for passing a fictitious check on a Reno hotel, was sentenced to from one to ten years in the penitentiary. Sentence, however, was suspended and the man was allowed to go free.

A man giving the name of C. Loper and his place of residence as Providence, Rhode Island, who was trespassing on the railroad tracks in Sparks, lost both feet when he fell off the blind baggage under the wheels of the train.

Two masked men robbed the First State bank of Clear Lake, Wash., after locking Cashier H. V. Guernsey in the vault. The robbers took \$300 in silver, but overlooked twelve hundred dollars in gold and currency lying on the cashiers table.

Virginia City, Nev., experienced the first freezing weather of the season last week, the mercury dropping there to 13 above zero. Many water pipes in the city were frozen and it is reported that a number of reduction plans were put out of commission until the pipes could be thawed out.

It is reported that the sheepmen have bought up all the hay that is available in the Carson valley, in Nevada. The hay crop in that section was enormous last season and for a

ALAMO, Nev., Nov. 17th.—The Y. M. C. A. gave a dance in the Alamo Hall Friday evening for the purpose of raising funds. Cake and ice cream was served.

A. J. Richard autographed a Panaca Saturday. He was accompanied by Mrs. Susie Wadsworth and James Wadsworth who will attend the Teacher's institute before returning.

Mr. Chas. Kelley who has been spending the summer in Idaho, returned to Alamo Sunday.

Marion Stewart, who has been attending the high school at Panaca is spending his vacation in Alamo.

Most all the men folk of Alamo left Monday for Curtis canyon where they intended to build a wood road which will enable them to get wood much easier than heretofore.

It was stated that the men who had been working on the road in anticipation of a hard winter, were eager to begin.

For the fourth time since last July the sheriff of Elko county, Nevada has been called upon to investigate a murder. The crime occurred at the McIntyre ranch, about four miles from Elko, where Wah G'm, one of the best known Chinese in the county, was slashed to death by unknown parties.

Wyoming's taxable wealth has increased more than \$16,000,000. The last year shows an increase of \$5,573,245. The present assessed value of property in the state is \$210,677,963.19, which is approximately \$1,500 per capita. The increase during the past two years has exceeded \$149 per capita.

As an aftermath of the recent melee which took place in the Dunbar club, a society of colored men at Tonopah, Nev., Dewitt Morris was bound over to the grand jury on a charge of assault with a deadly weapon, it being alleged that he shot his brother, Shuyler Morris, in the leg during the heat of excitement.

A passenger train was speeding through Montello, Nevada, Mrs. Joseph D. Redding, wife of a California attorney, dropped a bag containing \$5,000 worth of diamonds and rubies. She notified an officer who later found the gems in the possession of some Indian women, who had found them and were ignorant of their value.

According to the report of the state tax commission there are 555,673 head of cattle in the state of Wyoming their value being \$18,170,932; 47,311 swine, valued at \$2,162,692; 2,763,881 sheep, valued at \$9,350,450.50; 153,691 horses, valued at \$6,946,715; and 2,561 mules and asses valued at \$1,918,806. There also are reported 150 burros valued at \$1750, and 831 goats, valued at \$3,324.

Land assessed in the state of Wyoming follows: Five hundred and eight thousand, one hundred and forty seven acres of cultivated irrigated land, valued at \$13,508,447.53; 534,632 acres of uncultivated irrigated land valued at \$8,962,069.08; 753,892 acres of dry farming land, valued at \$5,023,303; 8,540,195 acres of grazing land valued at \$24,529,672.07; 57,157 acres of coal land, valued at \$990,751; 85,279 acres of timber land, valued at \$324,053; 34,273 acres of mineral land, valued at \$462,112.47; 5,539 acres of oil land, valued at \$57,593.

Herbert M. Hawkins, a mining man of Genoa, Nev., who went into the hills to prospect, was found dead a few hours later a short distance from Genoa. Death is attributed to heart failure.

By reason of the fact that there are twenty-six cases of scarlet fever in Reno at the present time, City Health Officer Dr. W. L. Samuels declares that any violators of the quarantine law in the city, whether it be patients or physicians, will be made "shining examples of."

A 2-year-old child was left in a Ford at Las Vegas while the mother went into the house for a moment. The child in some manner started the machine, which ran into a telephone pole and turned completely over, the little one escaping with a broken arm.

Prof. Bray Attempts to Make an Explanation

State Superintendent of Schools Admits He Has Been Negligent in His Duty To the Public Schools of Lincoln County—Prof. Anderson.

The Record has received the following from John Edwards Bray, state superintendent of public instruction:

"I have before me your favor of Oct. 10th, containing an article entitled, 'Too Many Occurrences.' In this article, you do an injustice to the school system of Nevada and to myself. I respectfully submit that a state official who has devoted his life to the cause of education; who gives his entire time daily, weekly and monthly to the service of the state in that cause; is entitled to fair treatment and I submit that your article, whether intentional or otherwise, does not give such treatment to me nor the deputy superintendents.

Reports on file in my office show that every school in Lincoln county has been visited by representatives of the department of education and some of them several times. In my own case, I visited the schools of Pioche, Panaca and Caliente in 1911, 1912 and 1913. In the latter year on two separate occasions, and there wasn't any campaign pending in sight at any time. On one of these occasions I held a district institute in Pioche, spending three or four days in your community.

Permit me to say that when I visited your school in the campaign of 1914, that I did it entirely at my own expense.

Non-Advertising Merchants

Although merchants in the smaller towns and cities throughout the country are the ones that complain most bitterly of the competition of mail order houses, many of these very men refuse to adopt the means which made competitors prosper—advertising. In a recent issue of the Chatham Courier the editor makes some very interesting and pertinent remarks regarding the non-advertising merchant.

"The country merchant deplors the fact that the mail order houses are making head-ends on his patronage. How did they do it? Did they send representatives into the rural communities to solicit trade? Did they simply open their places of business and wait for customers? They did not. They obtained all—not a part but ALL—of their patronage by the use of printers ink. They advertised. The average local merchant does not seem to realize, even with his gigantic object lesson before him, that the means employed by these concerns are at his disposal. Through the medium of the printed word they tell the public what they have to sell.

"Experience has shown that quality for quality the local merchants prices are no higher than those of the mail order house and they save the purchaser transportation charges. The difference is that the mail order house tells the public what it has to sell and the non-advertising merchant does not.

"The latter frequently advances the argument against advertising that everyone knows where his store is and what he has to sell. He is wrong. Everyone does not know what he has to sell. If he doubts this let him compare his present stock with that of five years, three years or even one year ago and note the many new things he has on his floors or shelves. He keeps abreast of the market changes but all his customers do not, hence they do not know what he has to sell.

"And there are object lessons near home, i. e., the large and prosperous city department stores, they realize the power of advertising and make liberal use of it.

"These city concerns are taking advantage of the inactivity of the local merchant along advertising lines and the space he declines to buy in local newspapers is being bought by them. This has resulted in bringing to their stores hundreds of customers from the smaller places and it has also been a factor in creating in these stores large departments where are received by mail orders from persons who do not come to the stores but who find in the concern's advertisements what they want.

"Some day the small town merchant will realize the importance of advertising as a factor in business but in many cases the awakening may come too late."

Permit me to say further, that the course of study was amended in July and August of the present year and copies of amendments sent to every school in the state early in September; that ample provision was made by the state text book commission for supplying all the schools with the text books adopted in June, 1915. That some delays were made by the publishers in getting new text books to some of the school districts is true, but the schools lost nothing by it as they had a full equipment of former books on hand to use in their school work. The delays were due to unavoidable accidents in transportation.

I hope you will give publicity to this article, as I am constrained to believe that you desire your readers to know the facts in these matters; and that you are not intentionally misrepresenting the work being done by the state department of education.

Very truly yours,
JOHN EDWARDS BRAY,
State Superintendent of Schools.

We are glad to give space to the letter from Prof. Bray, as it always the case when matters of public concern are involved.

In our recent criticism of the conduct of that portion of the Department of Education under the supervision of the state superintendent and his deputies, we contended that the schools of Lincoln county were being neglected; that the state head of the public school system, nor any of his deputies, had personally visited the schools in an official capacity for almost two years; when as a matter of fact, their duty is to visit the schools at least once a year.

Mr. Bray does not convince us in his letter that he is not entitled to censure. He puts up a very weak defense, or we might better say no defense, for he admits the very things which prompted the criticism of his department in these columns, namely—that neither himself, or deputy for this supervisory district, had visited a single public school in this county for almost two years. Mr. Bray says that he made his last official visit to this county in 1913—and not one of his deputies has poked his nose over this side of the county boundary line so far as we have been able to discover, since that date.

Prof. Bray denies that there are schools in this county which have never been visited by a deputy superintendent. We are firmly of the opinion that Prof. Bray is mistaken; but granting what he says is true, we would like to ask the venerable professor if these visitations have been made while he has been at the head of the department of education.

Prof. Bray asserts that copies of the amendments to the course of study were mailed to each school early in September; but we speak advisedly when we say no such reports have been received in the Pioche district; neither have the teachers been supplied with blanks required in making their reports at stated intervals; requests for them having been totally ignored.

We have been informed that Mr. G. E. Anderson, who was appointed deputy for this supervisory district early in the year, will come to Lincoln county following the teachers' institute at Las Vegas. We hope Mr. Anderson will take cognizance of the fact that among other things Lincoln county has a high school of which we are justly proud; that he will become impressed with the fact that Lincoln county is entitled to recognition and that there will be no disposition to hand us a lemon in the future.

GILBERT ROSS TO BE CONGRESSIONAL CANDIDATE

Gilbert C. Ross, state bank examiner for Nevada and former lieutenant governor will toss his hat into the ring for the Democratic nomination for Congress next year. This much he confided to some of his Pioche friends last Saturday when he was here on official business and incidentally to talk politics.

Gilbert realizes that he will not have altogether smooth sailing for the nomination, for there will be former Judge Pete Somers of Goldfield and Charley Henderson of Elko to contest when the convention meets. However he feels confident that he can win the nomination and appears to just as sure of it as Pat McCarran in wrestling the senatorial nomination from Hon. Key Pittman.